

King City Craft Beer and Food Truck Festival arrives Saturday

By Mark Pavilons

This year's King City Festival is taking on a new flavour.

Organizers are excited about the King City Craft Beer and Food Truck Festival, slated for June 14 at Memorial Park in King City. The Township sponsored event runs noon to 9:30 p.m. Saturday. This year's event will be playing host to some of the best craft breweries and gourmet food trucks from around the province. The event will also feature two stages with non-stop musical performance throughout the day, including this year's festival headliner, The Glorious Sons.

While still known as the King City Festival, partnering with the Ontario Craft Brewers Association and capitalizing on the growing popularity of Craft Beer festivals throughout Ontario, gives the local celebration some legs.

Councillor Cleve Mortelliti said it's still much of the same as previous years, but this year it is amped up by bringing in 10 gourmet food trucks and nine craft brewers.

Mortelliti said he had a vision some years ago to create an annual event that King City residents looked forward to every year.

He had initially envisioned an Oktoberfest-style event, but fall weather was unpredictable so the event moved to June.

Mortelliti is thrilled with the new theme. This year they've also lined up some really great live musical entertainment and 10 different gourmet food trucks with some really great food offerings.

And once again the King City Business and Community Association is involved with the Street Festival running concurrently on Keele Street. They are also assisting with the kids play zone at the Anglican Church.

The event continues to grow each year and maybe the King City Festival has finally found its niche.

This year the event remains free for kids 12 and under, otherwise like many other King Township events, there is a small \$5 admission fee for the live music and food truck grounds. And for those 19 years of age and older who want to sample from dozens of Ontario's Fine Craft Brews, the admission is \$15 at the gate or \$10 if you purchase in advance online. This gets you a reusable beer glass along with three sampling tickets (and you can purchase more for a dollar each) along with full admission to the live music and food truck grounds.

It's definitely shaping up to be a higher class of event than we've seen over the past few years, Mortelitti said.

For more information, or to purchase advance tickets, please visit www.kingcraftbeerandfood.com.

This event is in partnership with The Township of King, Zancor Homes and Yelp.